



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Conecuh, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Bypasses	53.9%	Population		13,963	13,895
Southern Satellites	18.3%	Households		5,956	6,014
Heartland Communities	10.5%	Families		3,971	3,930
Metro City Edge	6.8%	Median Age		40.2	41.7
Simple Living	6.4%	Median Household Income		\$26,267	\$28,813

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	45	\$1,235.27	\$7,357,268
Men's	47	\$231.52	\$1,378,950
Women's	43	\$416.25	\$2,479,175
Children's	53	\$232.16	\$1,382,726
Footwear	40	\$205.64	\$1,224,799
Watches & Jewelry	41	\$80.72	\$480,773
Apparel Products and Services ¹	47	\$68.98	\$410,845
Computer			
Computers and Hardware for Home Use	46	\$101.13	\$602,351
Software and Accessories for Home Use	43	\$12.74	\$75,874
Entertainment & Recreation	53	\$1,801.67	\$10,730,765
Fees and Admissions	39	\$236.37	\$1,407,832
Membership Fees for Clubs ²	40	\$63.37	\$377,461
Fees for Participant Sports, excl. Trips	41	\$46.21	\$275,217
Admission to Movie/Theatre/Opera/Ballet	37	\$55.62	\$331,289
Admission to Sporting Events, excl. Trips	41	\$23.80	\$141,760
Fees for Recreational Lessons	36	\$47.36	\$282,105
TV/Video/Sound Equipment	54	\$622.72	\$3,708,950
Community Antenna or Cable Television	58	\$386.54	\$2,302,221
Color Televisions	46	\$63.11	\$375,869
VCRs, Video Cameras, and DVD Players	53	\$20.37	\$121,299
Video Cassettes and DVDs	53	\$32.30	\$192,379
Video Game Hardware and Software	52	\$17.08	\$101,705
Satellite Dishes	53	\$0.82	\$4,881
Rental of Video Cassettes and DVDs	51	\$30.47	\$181,496
Sound Equipment ³	44	\$69.15	\$411,838
Rental and Repair of TV/Sound Equipment	50	\$2.90	\$17,262
Pets	62	\$273.07	\$1,626,394
Toys and Games	55	\$99.73	\$593,982
Recreational Vehicles and Fees ⁴	62	\$283.76	\$1,690,080
Sports/Recreation/Exercise Equipment ⁵	51	\$117.16	\$697,787
Photo Equipment and Supplies ⁶	50	\$68.12	\$405,711
Reading ⁷	47	\$100.74	\$600,029
Food	55	\$4,610.26	\$27,458,715
Food at Home	57	\$2,850.19	\$16,975,736
Bakery and Cereal Products	57	\$408.07	\$2,430,453
Meat, Poultry, Fish, and Eggs	58	\$770.05	\$4,586,436
Dairy Products	56	\$310.54	\$1,849,577
Fruit and Vegetables	52	\$459.44	\$2,736,406
Snacks and Other Food at Home ⁸	58	\$902.09	\$5,372,864
Food Away from Home	52	\$1,760.07	\$10,482,979
Alcoholic Beverages	47	\$288.59	\$1,718,850
Nonalcoholic Beverages at Home	60	\$260.69	\$1,552,656



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Financial			
Investments	28	\$424.44	\$2,527,943
Vehicle Loans	63	\$3,895.66	\$23,202,556
Health			
Nonprescription Drugs	61	\$74.31	\$442,588
Prescription Drugs	73	\$422.82	\$2,518,313
Eyeglasses and Contact Lenses	55	\$45.98	\$273,847
Home			
Mortgage Payment and Basics ⁹	43	\$3,777.48	\$22,498,687
Maintenance and Remodeling Services	45	\$879.55	\$5,238,593
Maintenance and Remodeling Materials ¹⁰	61	\$228.31	\$1,359,822
Utilities, Fuel, and Public Services	59	\$2,569.79	\$15,305,650
Household Furnishings and Equipment			
Household Textiles ¹¹	47	\$65.99	\$393,018
Furniture	44	\$285.19	\$1,698,584
Floor Coverings	40	\$36.66	\$218,352
Major Appliances ¹²	57	\$166.78	\$993,334
Housewares ¹³	49	\$51.12	\$304,466
Small Appliances	55	\$20.42	\$121,627
Luggage	38	\$3.88	\$23,110
Telephones and Accessories	48	\$23.01	\$137,077
Household Operations			
Child Care	38	\$160.00	\$952,967
Lawn and Garden ¹⁴	65	\$288.67	\$1,719,325
Moving/Storage/Freight Express	45	\$24.00	\$142,921
Housekeeping Supplies ¹⁵	58	\$445.92	\$2,655,926
Insurance			
Owners and Renters Insurance	60	\$287.60	\$1,712,922
Vehicle Insurance	56	\$818.61	\$4,875,633
Life/Other Insurance	58	\$369.59	\$2,201,295
Health Insurance	63	\$1,247.61	\$7,430,780
Personal Care Products ¹⁶	54	\$255.04	\$1,519,014
School Books and Supplies ¹⁷	49	\$59.61	\$355,026
Smoking Products	71	\$341.31	\$2,032,844
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	62	\$3,563.49	\$21,224,134
Gasoline and Motor Oil	63	\$1,291.32	\$7,691,122
Vehicle Maintenance and Repairs	54	\$571.21	\$3,402,132
Travel			
Airline Fares	38	\$155.66	\$927,139
Lodging on Trips	45	\$185.67	\$1,105,855
Auto/Truck/Van Rental on Trips	35	\$15.07	\$89,750
Food and Drink on Trips	47	\$220.82	\$1,315,213

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.